

OCT 16 1944

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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, OCTOBER 13, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now On Newsstands	FRENCH VOGUE PREPARES FOR ACTION Vogue has already taken steps to reassemble its Paris staff. Important French fashion information appears in current issue.	VOGUE MAGAZINE	OCTOBER 15TH ISSUE
Now Showing	COLLECTION OF RAVCA DOLLS Mr. Ravca will be at Saks 5th Ave. for 2 weeks to show his famous dolls ranging in size from 6" to life, and characterizing famous figures of history, today's news, Hollywood, and peasantry of France. Open to public and press. Publicity: Eleanor Lambert, PL. 5-8580.	SAKS 5TH AVENUE	TOY DEPARTMENT 2ND FLOOR
Now Showing	CALIFORNIA SPORTS- WEAR LINE Contact: Arthur B. Wittenberg, ME. 3-1000.	WESTWOOD KNITTING MILLS	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
To Appear	ADVANCE PATTERNS IN REAL STORY MAGAZINE Real Story magazine will feature 2-page illustrations of Advance Patterns on alternate months. Special promotion pieces available to retail stores. Readers may send in for patterns. Contact: Real Story Magazine, BR. 9-4700.	ADVANCE PATTERNS AND HILLMAN PERIODICALS	REAL STORY MAGAZINE ALL NEWSSTANDS
Friday Oct. 13 10:00 A.M., 3:30 P.M.	SEWING SESSION: "BANISH THAT HOME-MADE LOOK" There will be a demonstration of seam finishes, hems, cuffs, skirts, etc. at this 3rd in a series of 6 sewing sessions for beginners. Tues., Oct. 17th "From Crib To College"...how to make pockets, tailored buttonholes, etc., and Wed., Oct. 18, "Restyle and Renew It", how to change necklines, waistlines, and sleeves. Press and Public invited free. Publicity: Rhoda Friedman, TR. 5-5700.	THE NANN STORE AND ADVANCE PATTERNS	COLONIAL ROOM 3RD FLOOR
Saturday Oct. 14 9:00 A.M.- 5:45 P.M.	MODERN MISS MERRY- GO-ROUND Miss Joan Finlay of Simplicity Pattern Co., and an expert on high school etiquette, will give a joint session on clothes as well as high school manners. Five girls from the A & S Hi-School Fashion Board will model. Press and Public invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	FABRIC DEPARTMENT STREET FLOOR, WEST
Sunday Oct. 15 7:00 P.M.	CHARITY DINNER-DANCE AND FASHION SHOW 50 leading quality mfrs. will exhibit new winter ensembles modeled by Conover and Powers models under the direction of Viola Shefer. Also, auction of clothes including furs, jewels, hats, etc. conducted by the Honorable James J. Walker. Tickets, \$16 per couple. To purchase, contact: Mrs. Sadowsky, East End Group of Hadassah, 1860 Broadway.	EAST END GROUP OF HADASSAH	PLAZA HOTEL GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Oct. 15	TELEVISION WINDOW DISPLAY TOUR	TELEVISION WORK SHOP OF NEW YORK	WINDOWS OF COUNTRY- WIDE STORES
	Window displays enacting the history of television will tour stores in 12 cities. First to have this display is the Fair in Chicago on Sun., Oct. 15. Photographs, drawings, and actual television equipment are included in this effort to acquaint the public with its development. In N. Y., Macy's and the Doubleday-Doran Book stores will house this display. Contact: Irwin Shane, LO. 5-1683.		

WEEK BEGINNING MONDAY, OCTOBER 16, 1944

Monday Oct. 16 10:00 A.M.- 6:00 P.M.	PUPPET SHOW DRAMA- TIZING HOSIERY	L. BAMBERGER & CO. NEWARK	WINDOWS
	This show will feature all of the new Gotham hosiery enacted in a dramatic manner. Public and Press invited. Publ.: Nan Findlow, Market 2-1212.		
Beginning Monday Oct. 16	OPENING OF FASHION DISPLAY COURSES	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Announcing the opening of classes in Window and Counter Display, afternoon and evening, 4 and 7 P.M. The course is conducted in a studio fully equipped for experimentation and is under the direction of competent instructors. Contact: Dorothy Tyroler, Registrar, CO. 5-2077.		
Monday Oct. 16	SPRING LINES OF BEACH, BATHING & PLAY CLOTHES	BEACHWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
	Contact: Sam Annis, Beachwear Guild, Nat'l Knitted Outerwear Association.		
Monday Oct. 16	QUENTIN REYNOLDS AT WAR CHEST COMMITTEE DINNER	3RD WAR CHEST COMMISSION	PENNSYLVANIA HOTEL 7TH AVE. AT 34TH ST.
Monday Oct. 16 1:00 P.M. Luncheon	LUNCHEON- FASHION SHOW	KNIZE (20 E. 56 ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	Knize will present beautifully tailored custom-made suits and accessories. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mr. Knize, PL. 3-2987. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.		
Monday Oct. 16- Oct. 18	FORUM ON CURRENT PROBLEMS	NEW YORK HERALD TRIBUNE	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	On Wed. evening, Oct. 18, Sidney Hillman, Chairman of the Political Action Committee, will present the Democratic side of the presidential election. Republican spokesman, Robert Fiske Bradford.		
Monday Oct. 16 4:30 P.M.	NEW FALL AND WINTER MILLINERY SHOW	MARY GOODFELLOW	SALON 23½ EAST 61ST STREET
	An informal showing of the Fall collection of custom-made hats, including fur hats, evening and daytime styles. Press by invitation. Contact: Mary Goodfellow, RE. 4-6666.		
Monday Oct. 16	PRE-SPRING DALLAS MARKET	AMERICAN FASHION ASSN. & NATIONAL FASHION EXHIBITORS	DALLAS FASHION AND SPORTSWEAR CENTER

Note: Dallas fashion events are attracting increasing attention throughout the country.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 16 6:30 P.M.	16TH ANNUAL ADVERTISING COURSE FOR WOMEN An intensive Oct.-through-Apr. course for beginners in advertising, including lectures by leading advertising men and women. Topics covered include mechanics of advertising, copywriting, layout, typography, etc. Tuition, \$10. Contact: Mabel Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	N. Y. HERALD TRIBUNE 230 WEST 41ST STREET
Tuesday Oct. 17 1:00 P.M. Luncheon	FALL FUR FASHION PRESENTATION A showing of de luxe fur fashions for winter. Open to public. Press by invitation. Luncheon a la carte. Contact: Eleanor Lambert, PL. 5-8580. Ritz Publicity: Marion Morrison, PL. 3-4600.	ESTHER DOROTHY (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 17 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW: "NATIVE AND PEASANT COSTUME" AND EUROPEAN TEXTILES 35 gala provincial and regional dresses and suits from Europe and South America shown in a dramatic setting by Lee Simonson, scenic designer. Open to public Oct. 18-Jan. 7, 1945. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND STREET GALLERIES 15, 16, 18 2ND FLOOR
Tuesday Oct. 17- Oct. 31	EXHIBIT: FASHIONS IN RARE BUTTONS Fashions in Buttons illustrated by costumes of the present and past from the Traphagen Museum Collection. Open to Public and Press; week days 9 A.M.-9 P.M., Sat., until 5 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Wednesday Oct. 18 1:00 P.M. Luncheon	WINTER FASHIONS AT LUNCHEON SHOWING A collection of Fall and Winter dresses, suits, gowns, etc. Open to public. Press by invitation. Luncheon a la carte. Russeks Publicity: Beatrice Castle, WI. 7-1900. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	RUSSEKS 5TH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 18 1:00 P.M. Luncheon	FASHION SHOW OF FUR ORIGINALS Advance collection of custom-made fur models. Open to public. Press by invitation. Luncheon a la carte. Fashion Show under the direction of Viola Shefer, PL. 3-2117.	ALFRED RAINER (17 E. 55TH ST.)	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 18 7:00 P.M.	1ST IN SERIES OF "PRE- VIEWS OF THE FUTURE" Margaret Fuller of the Textron Company, will discuss exciting new synthetic fabrics, unusual finishes and thrilling colors of the future. Open to Press and Public. Publicity: Florence O'Keefe, ST. 9-4700.	JOHN WANAMAKER HOME STORE	DRAPERY DEPARTMENT 5TH FLOOR
Wednesday Oct. 18 7:30 P.M.- 9:30 P.M.	3RD LECTURE IN FASHION TRAINING COURSE "Jobs in the Field of Fabrics" will be discussed, emphasizing the selling angle. Speakers, Mimi Blaker, Genevieve Huss, and Pauline Alper. Fee for lecture, \$2. Contact: The Fashion Group, CI. 7-1734.	THE FASHION GROUP, INC.	THE BARBIZON 63RD ST. AT LEX+ AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 19	HOME SEWING LESSONS	R.H. MACY & CO., INC.	DRESSMAKING CENTER 5TH FLOOR
11:00 A.M.	Stylists will discuss Fall fashions, stressing selection, sewing, and patterns; among them, Marguerite Herzog, McCall fashion coordinator, who will discuss "Ideas for Fashions". On Oct. 26, every 2 hours from 12:30 on, there will be a talk on "Heart Warming Fashions", by Virginia Carter.		
2:00 P.M.	Aralac, McCall patterns, and Macy's fabrics will be featured. On Nov. 2, "My Form", foundation patterns, will be presented by Mrs. Spohn, designer. Open to Press and Public. Contact: Dorothy DeGroat, CH. 4-2000.		
Thursday Oct. 19	MONTHLY LUNCHEON-MEETING	ADVERTISING WOMEN OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
12:15 P.M. Luncheon	Speakers include Albert Perkins, film and radio director of Look Magazine who will talk about "The Future of Television" and Col. J. Carroll Cone, of Pan-American World Airways, talking on "Aviation and the Post-War World". Open to members and friends. Luncheon, \$1.50. Contact: Mrs. Mabel Blake, WI. 7-5648.		
Thursday Oct. 19	MEETING OF ACCESSORIES DIVISION	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
12:30 P.M. Luncheon	A round table discussion of "What's Doing in Spring Accessories from the Neck Down." Participants, Regina Hellman, I. Miller; Thomas Callahan, B. Altman's; Dorothy Lovitt Wallace, Women's Wear Daily; and Kate Arlene Goldstein. Open to members and friends. Luncheon, \$1.65. Contact: The Fashion Group, Inc., CI. 7-1734.		
Thursday Oct. 19	FALL FASHIONS AT LUNCHEON	FRANKLIN SIMON	RITZ CARLTON HOTEL OVAL ROOM
1:00 P.M. Luncheon	A collection of new Fall fashions for day and evening. Open to public. Press by invitation. Luncheon a la carte. Franklin Simon Publicity: Agnes Crotty, WI. 7-9600. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Thursday Oct. 19	FASHION SHOW OF TOWN ENSEMBLES	DE PINNA	PLAZA HOTEL PERSIAN ROOM
1:00 P.M. Luncheon	Featuring new daytime and dinner costumes for winter in town. Open to public. Press by invitation. Luncheon \$2.75. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Plaza Publicity: Ida Foley, PL. 3-1740.		
Thursday Oct. 19	WINTER FASHIONS FOR MISSES	JOHN WANAMAKER	LIBERTY STREET SHOP 150 BROADWAY
5:30 P.M.	An all-inclusive fashion show with special emphasis on coats, furs, etc. For card of admission, contact: Mary Esther Seebach, ST.9-4700.		
Friday Oct. 20	NEWSSTAND DATE: CHARM'S <u>BEAUTY AND THE BRIDE</u> ISSUE		122 EAST 42ND STREET
	Contact: Miss Tucker: MU. 3-8910.		
Friday Oct. 20	COOKING SCHOOL: 3RD SESSION	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
3:15 P.M.	Topic, "Better Meals - Less Effort" discussed by nutritionist Helen Hobey. Open to Press and Public, free. Publicity: Rhoda Friedman, TR. 5-5700.		
Sunday Oct. 22	FOOTWORTHY FASHIONS AT COCKTAIL PARTY	ROPEEZ, INC.	McALPIN HOTEL RED COCKTAIL ROOM
4:00 P.M.-	The Spring fashion news about Ropeez and the play shoe field will be re-		
7:00 P.M.	leased at this party for the Press and trade. Contact: Ropeez, WI. 7-0540.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Oct. 22- Oct. 25	SPRING QUALITY SHOE OPENINGS Shoe buyers from all over the country will come to New York in order to view the Spring lines of the Quality Shoe Mfrs. On Mon., Oct. 23, 5-7 P.M. a cocktail party will be held at the McAlpin. Buyers, mfrs. and press by invitation. Contact: Shoe Mfrs. Board of Trade, WI. 7-0456.	SHOE MANUFACTURERS BOARD OF TRADE	McALPIN HOTEL 3RD AND 4TH FLOORS
Monday Oct. 23 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOWING The public and press are invited to view Braagaard's Hats while lunching at the St. Regis. Luncheon from \$1.85. Braagaard Publicity: Rosemary Sheehan, CI. 7-8060. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	BRAAGAARD	ST. REGIS HOTEL ROOF GARDEN
Monday Oct. 23- Oct. 30 2:30 P.M.	SEWING COURSE Miss Romona Prima, McCall stylist, will lecture on Adjustment of the Pattern, Fitting and Assembling the Garment, and Professional Tricks in Finishing and Trimming. Open to Public and Press. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. ADVANCE PATTERNS	ALCOVE ROOM 10TH FLOOR
Beginning Monday Oct. 23	BABY DEVELOPMENT CLINIC Miss Ethel W. Ranson, registered nurse and child specialist, will give lectures and demonstrations and show a technicolor movie entitled "Babies Can Be Fun". She will also answer questions related to child care. The first forum will be held on Oct. 23, 2:30 P.M. Others on Tues., Wed., Fri. and Sat., 10:30 A.M. and 2:30 P.M.; Thurs., 2:30 and 7:30 P.M. Publicity: Naomi Kellman, TR. 5-8100.	FREDERICK LOESER & CO. BROOKLYN	INFANTS FURNITURE DEPT. 4TH FLOOR

Monday Oct. 23	SPRING COLLECTIONS OF FASHION ORIGINATORS Only 1 Spring showing. No supplementary re ort or late Spring collection is planned. Opening dates of members include: <u>MONDAY, OCTOBER 23</u> Carlye Dress Corp. ✓ Deitsch, Wersba & Coppola ✓ Joseph Halpert ✓ Horwitz & Duberman ✓ International Dress Co. ✓ La Rue Dresses ✓ Parnis-Levinson ✓ Paul Sachs Originals ✓ Starr-Norman ✓ <u>TUESDAY, OCTOBER 24</u> Capri Frocks ✓ A. Goodman ✓ Junior League Frocks ✓ C.H.D. Robbins ✓ Hannah Troy ✓ <u>WEDNESDAY, OCTOBER 25</u> Kaplan & Grabois ✓ Mary Lee ✓	FASHION ORIGINATORS GUILD OF AMERICA (FOGA) <u>THURSDAY, OCTOBER 26</u> Fred Greenberg Dresses ✓ David Leonard & Levine ✓ Morris & Marcus ✓ Herbert Sondheim ✓ <u>FRIDAY, OCTOBER 27</u> Martin Simon ✓ <u>MONDAY, OCTOBER 30</u> Hansen Bang ✓ Rose Barrack ✓ <u>TUESDAY, OCTOBER 31</u> William Bass Dresses ✓ Ed Gerrick ✓ Suzanne Augustine ✓	INDIVIDUAL NEW YORK SHOWROOMS
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NOTE: 12 others have announced that their collections will not be shown before November 10. See Page 9 for details.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 24- Oct. 27	NEW YORK TIMES STYLE SHOW The 1944 version or 3rd edition of the N. Y. Times Fashion Show, planned by Virginia Pope, N. Y. Times fashion editor, presenting the collections of more than 40 top flight designers exemplifying style leadership in the U.S.A. textiles, millinery, and accessories, will be coordinated and dramatized in this showing of Fall and Winter fashions for adults, juniors, and children. Three quarters of the showing will be Spring fashions. Ticket reservations now being made. Contact: N.Y. Times Fashion Dept., LA. 4-1000.	NEW YORK TIMES	NEW YORK TIMES HALL 240 WEST 44TH STREET
Tuesday Oct. 24 1:00 P.M. Luncheon	MILLINERY FASHION PRESENTATION An exciting collection of winter and Resort hats. Open to public. Press by invitation. Luncheon a la carte. Contact: Mme. Pauline, EL. 5-9539. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MME. PAULINE (6 E. 53 ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 25 1:00 P.M. Luncheon	CASUAL CLOTHES FOR TOWN AND COUNTRY Spectator sports clothes for city dwellers and casual tweeds for suburbanites will be featured. Open to public. Press by invitation. Luncheon a la carte. Sportswoman Publicity: Miss Miller, PL. 3-2544. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	THE SPORTSWOMAN (25 E. 53 ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 25, Oct. 26	HOME-MAKING SHOW Sponsored by the N.Y. Consumer Division of the CDVO, this program is designed to give instruction in reconverting the home for returning G.I. Joe's. Theme, "It Takes Hand and Heart to Make a House and Home." The forum will be opened by Mayor LaGuardia. There will be 5 sessions: Wed. at 12 and 3 P.M., Thurs. at 11 A.M., 2:30 and 7:30 P.M. Lectures will be conducted by Eleanor Hillyer, Mademoiselle; Blanche Smiley, Charm; Harriet Burkett, Woman's Home Companion; Elizabeth Blondel, McCall's Needlework Mag.; Emma Cole, House & Garden; and Marion Murtfeldt, Bride's Mag. Press and public invited. Publicity: Doris Bartnett, PE. 6-5100.	GIMBEL BROTHERS	5TH FLOOR
Thursday Oct. 26 1:00 P.M. Luncheon	SHOWING OF WINTER "NECESSORIES" Presenting Arpad's exciting "Necessaries": belts, scarfs, and other accessory novelties. Open to public. Press by invitation. Luncheon a la carte. Arpad Publ.: Rosemary Sheehan, CI. 7-8060. Ritz: Marion Morrison, PL. 3-4600.	ARPAD	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 26 1:00 P.M. Luncheon	FALL & WINTER FASHION PRESENTATION Daytime, cocktail, and evening ensembles...new fashions for the new season and the new year. Open to public. Press by invitation. Luncheon, \$2.75. Milgrim Publ.: Ruth Waltz, CI. 7-7200. Plaza Publ.: Ida Foley, PL. 3-1740.	MILGRIM'S (6 W. 57 ST.)	PLAZA HOTEL PERSIAN ROOM
Thursday Oct. 26 Cocktails	6TH ANNUAL WHITE ELEPHANT BENEFIT Mrs. Henry J. Taylor, wife of Scripps-Howard columnist, heads the arrangement committee. Hildegard will sing songs of 1898, when the charity was founded by Mrs. Charles Dana Gibson. Contact: N.Y. State Charities Aid Assn., GR. 5-1454.	N.Y. STATE CHILD PLACING & ADOPTION COMMITTEE	PLAZA HOTEL MAIN BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Oct. 29- Nov. 2	CHICAGO SHOE MARKET WEEK In addition to showing new lines, the purpose of this Industry Post War Conference & Market Week is to inform shoe mfrs. and retailers of the availability of civilian goods and keep them posted on all new developments in the shoe manufacturing and retailing fields. On Tues., Oct. 31, there will be a luncheon sponsored by the Firestone Tire and Rubber Co. with R. C. McGowan, Mgr. of Marketing Research as speaker.	NATIONAL SHOE FAIR	MORRISON HOTEL CHICAGO, ILLINOIS
Sunday Oct. 29 4:30 P.M.	SHOWING OF "JOYCES" FOR SPRING In conjunction with the National Shoe Fair, Joyce presents "Close Harmony", a complete showing of their new Spring line. Open to Trade and Press. Contact: Miss Perkins, CH. 4-3021.	JOYCE, INC. OF PASADENA	RED LACQUER ROOM PALMER HOUSE, CHICAGO
Beginning Monday Oct. 30 10:45 A.M.	NEW RADIO PROGRAM "ONE WOMAN'S OPINION" Botany Worsted Mills, Passaic, N.J., will launch its first radio program featuring Lisa Sergio on 190 stations. The program will highlight Lanolin cosmetics, a wool by-product, and other trademarked products.	BOTANY WORSTED MILLS	BLUE NETWORK 190 STATIONS
Monday Oct. 30 1:00 P.M. Luncheon	NEW FALL FASHIONS AT LUNCHEON SHOWING A collection of new Fall ready-to-wear including dresses, suits, and hats for daytime and evening. Furs by Fromm. Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Mary Alice Rice, PL. 3-4500.	MME. ET LA JEUNE FILLE (30 EAST 54TH STREET)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Oct. 30 2:45 P.M.- 5:30 P.M.	SHOE DEALERS' CONVENTION Including a new type of fashion presentation in conjunction with the foremost designers, emphasizing the importance of American fashions in post-war markets. Open to dealers only. Publicity: Verne Clark, BR. 9-2000.	I. MILLER & SONS	PALMER HOUSE CHICAGO, ILLINOIS
Tuesday Oct. 31 1:00 P.M. Luncheon	FASHION SHOW OF OMAR KIAM ORIGINALS Exciting new fashions designed by Omar Kiam. Open to public. Press by invitation. Luncheon a la carte. Ben Reig Publicity: Kay Inglis Jones, PL. 3-1740. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	BEN REIG	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 31 3:00 P.M.	PRESS PREVIEW OF "NATURA" YARNS A Fashion Show and cocktail party to introduce Natura Yarns, an exciting new yarn development incorporating the use of mink, muskrat, and other fine fur fibers blended with wool and rayon. Natura yarns in fabrics will be shown in fashions by David Goodstein, featured by Bonwit Teller. Press by invitation. Publicity: Lois Reicher, BR. 9-9350.	UNIQUE FIBERS CORP.	WALDORF ASTORIA HOTEL PALM ROOM
Tuesday Oct. 31 4:20 P.M.- 5:20 P.M.	FASHION SHOW FOR HUNTER COLLEGE GIRLS Campus, date, and leisure fashions will be shown; also, a bridal outfit modeled by famous model, Helen Reichert, alumna of Hunter. Open to students only. Contact: Mrs. Deisches, RE. 4-5800.	ARNOLD CONSTABLE	SARAH DELANO ROOSEVELT HOUSE, 47 E. 65TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 31, Nov. 1	CONFERENCE ON MERCHAN- DISING PROBLEMS A 2-day conference on post-war Merchandising Problems under the auspices of the Ready-to-Wear Division of NRDGA. Key speakers will discuss prices, delivery problems, personnel, etc. Contact: Edward Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL 8TH AVE. AT 34TH ST.
Opening in Nov.	RETAIL DISPLAY CONTEST FOR 6TH WAR LOAN DRIVE Over \$100,000 in War Bond prizes will be given for best store windows during the 6th War Loan Drive. Dept. stores are participating in this event to dramatize the drive whose symbol is a bomb about to strike a Japanese flag. Contact: Ralph Adler, Pres., Nat'l Assn. of Display Industries, LO. 5-0677.	U.S. TREASURY DEPT. & WAR ADVERTISING COUNCIL	ALL OVER THE COUNTRY
Wednesday Nov. 1 1:00 P.M. Luncheon	"FUTURE INDICATIVE" FASHION SHOWING A group of the most attractive winter season fashions in dressy, street and sports clothes will be shown at this luncheon exhibit. Open to public. Press by invitation. Luncheon a la carte. Milgrim Publicity: Ruth Waltz, PL. 7-7200. Waldorf Astoria Puboicity: Ted Saucier, EL. 5-3000.	MILGRIM'S	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Nov. 2 1:00 P.M. Luncheon	DRAMATIC MILLINERY PRESENTATION An exciting millinery fashion presentation with the usual Florell flair. Open to public. Press by invitation. Luncheon \$2.75. Walter Florell Publicity: Mr. Frederick, PL. 5-0895. Plaza: Ida Foley, PL. 3-1740.	WALTER FLORELL (29 EAST 53 ST.)	PLAZA HOTEL PERSIAN ROOM
Sunday Nov. 5- Nov. 11	AMERICAN EDUCATION WEEK Sponsored jointly by the Nat'l Education Assn., the American Legion, the U.S. Office of Education, and the Nat'l Congress of Parents and Teachers. This year's theme will be "Education for New Tasks". It is estimated that 10 million people will visit the schools that week.	FOUR EDUCATIONAL ORGANIZATIONS	ALL OVER THE COUNTRY
Monday Nov. 6 1:00 P.M. Luncheon	FASHION SHOW AT LUNCHEON Open to public. Press by invitation. Luncheon from \$1.85. Jonai Publ.: Rosemary Sheehan, CI. 7-8060. St. Regis: Mary Alice Rice, PL. 3-4500.	JONAI	ST. REGIS HOTEL IRIDIUM ROOM
Wednesday Nov. 8 1:00 P.M. Luncheon	FUR FASHION PRESENTATION Open to public. Press by invitation. Luncheon a la carte. Gunther Publ.: Grace Fitzwater, BR. 9-6300. Ritz: Marion Morrison, PL. 3-4600.	GUNTHER	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Nov. 8 1:00 P.M. Luncheon	NEW HAT FASHIONS FOR WINTER Exciting hat fashions for winter, featuring dressy, fur, and sports models. Open to public. Press by invitation. Luncheon a la carte. Contact: Anita Andra, PL. 8-1809. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ANITA ANDRA (558 MADISON AVE.)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Nov. 9 1:00 P.M. Luncheon	FABRIC FASHIONS AT LUNCHEON Outstanding treatment of Everfast fabrics in leading American designers' models from their new Spring and Resort collections. Open to public. Press by invitation. Luncheon \$2.75. Everfast Publicity: Eleanor Lambert, PL. 5-8580. Plaza Publicity: Ida Foley, PL. 3-1740.	EVERFAST FABRICS	PLAZA HOTEL PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Nov. 10- Nov. 25	SEVERAL SPRING COLLECTIONS DELAYED There are current difficulties in transportation and hotel accommodations for the buyers who come to N. Y. for the FOGA openings from Oct. 23rd on. These openings all come together and make for some confusion. Therefore a dozen of N. Y.'s top fashion creators have decided to postpone their showings until Nov. 10th and thereafter. These houses include Hattie Carnegie, Nettie Rosenstein, Pattullo Modes, Maurice Rentner, Traina-Norell, Ben Reig, Ren-Eta Gowns, Ann Miller, Samuel Kass, Anthony Blotta, Louise Barnes Gallagher, and Milgrim. The dates of these showings will be noted when released.	12 NEW YORK CREATORS	INDIVIDUAL NEW YORK SHOWROOMS
Monday Nov. 13 1:00 P.M. Luncheon	MILLINERY FASHION PRESENTATION Open to public. Press by invitation. Luncheon from \$1.85. Walter Florell Publ.: Mr. Fredericks, PL. 5-0895. St. Regis, Mary Alice Rice, PL. 3-4500.	WALTER FLORELL (29 E. 53RD ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Nov. 14 1:00 P.M. Luncheon	OPENING OF NEW SPRING LINE A luncheon-party to celebrate the 1st anniversary of Young Originals, teenage fashions designed by Emily Wilkens, plus a showing of their new spring line. Attendance by invitation. Publ.: Mildred Kaldor, PL. 3-5782.	YOUNG ORIGINALS	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Tuesday Nov. 14 1:00 P.M. Luncheon	WINTER HAT FASHIONS AT LUNCHEON Open to public. Press by invitation. Luncheon a la carte. Peg Fischer Publ.: Rosemary Sheehan, CI. 7-8060. Ritz, Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 14 4:30 P.M.	PRESS PREVIEW: PONEMAH FABRIC SHOWING An unusual presentation with variety features staged by Lester Gaba to launch Ponemah, a new post-war miracle rayon fabric. Press strictly by invitation. Publicity: Sara Fox, MU. 3-6526.	McCAMPBELL'S	WALDORF ASTORIA HOTEL PERROQUET SUITE
Wednesday Nov. 15 1:00 P.M. Luncheon	MILLINERY FASHION SHOW AT LUNCHEON Open to public. Press by invitation. Luncheon a la carte. Contact: Dorothy Gordon, EL. 5-9641. Waldorf Astoria Publ.: Ted Saucier, EL. 5-3000.	DOROTHY GORDON (14 EAST 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Nov. 15 1:00 P.M. Luncheon	"DRAMA IN HATS" AT LUNCHEON SHOWING Robert Dudley's Mid-season Millinery Collection, demonstrating real "Drama in Hats". Open to public. Press by invitation. Luncheon a la carte. Show under direction of Viola Shefer, PL. 3-2117.	ROBERT DUDLEY (54 E. 56TH ST.)	PIERRE HOTEL COTILLION ROOM
Wednesday Nov. 15 5:00 P.M. Cocktails	ADVANCE SPRING MILLI- NERY PRESENTATION 2 new exclusive silhouettes will be shown in addition to 2 new special colors. Exhibitors include: Milgrim Hats, Vogue Hats by Garfunkel Makers, Jeanne Tete, Dave Herstein Co., G. Howard Hodge, Germaine Montabert, Harryson Hats, and Edgar J. Lorie. Contact: Miss Weintraub: PE. 3-2116.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL 5TH AVE. AT 55TH ST.

MUSIC... THEATRES... MOVIES... NIGHT SPOTS

Thursday....PREMIERE: "THE MERRY MONAHANS" (Movie) CRITERION THEATRE, 1514 BROADWAY
 Oct. 12 A gay Universal musical comedy starring Donald O'Connor, Peggy Ryan, Jack Oakie, and others. Publicity: Al Horwits, CI. 7-7100.

Monday.....OPENING: "MEET A BODY" FORREST THEATRE, 230 WEST 49TH ST.
 Oct. 16 A murder-mystery-comedy in east-side New York; setting is a funeral parlor.
 8:40 P.M. Cast includes Al Shean and Whitford Kane, Harry Gribbon, and others. Publicity: Leo Freedman, LA. 4-5119.

Tuesday.....PREMIERE: "TO HAVE AND HAVE NOT" (Movie) HOLLYWOOD, B'WAY AT 51ST STREET
 Oct. 17 A Warner Bros. picture starring Humphrey Bogart and Lauren Bacall. About the Vichy Free French struggle for the control of Martinique. Costumes, Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Tuesday.....OPENING: "THE VISITOR" HENRY MILLER THEATRE, 124 WEST 43RD ST.
 Oct. 17 A psychological melodrama produced by Herman Shumlin. Cast includes
 8:40 P.M. Ralph Forbes, Walter Greza, Frances Carson, and Anna Minot. Settings, Howard Bay. Publicity: Richard Maney, WI. 7-6939.

Wednesday...OPENING: "I REMEMBER MOMMA" MUSIC BOX THEATRE, 239 WEST 45TH ST.
 Oct. 18 A dramatized novel by Dick Rodgers and Oscar Hammerstein. Starring Mady
 8:40 P.M. Christians and Oscar Homolka. Costumes, Lucinda Ballard. Publicity: Michael Mok, PL. 5-3100.

Friday.....PREMIERE: "THE CONSPIRATORS" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
 Oct. 20 A Warner Bros. picture of intrigue starring Paul Henreid and Hedy LaMarr. Costumes, Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.

Saturday....PREMIERE: "SUMMER STORM" (Movie) GOTHAM THEATRE, 47TH ST. AT B'WAY
 Oct. 21 A United Artist's picture starring George Sanders and Linda Darnell. A modern version of Chekhov's "The Shooting Party". Costumes: Max Pretzfelder. Publicity: James Dunn, BR. 9-7300.

Tuesday.....OPENING: "VIOLET" BELASCO THEATRE, 115 WEST 44TH ST.
 Oct. 24 A new comedy starring Helen Claire, Patricia Hitchcock, and Harvey
 8:40 P.M. Stephens. Settings, Howard Bay; Costumes, Grace Houston. Publicity: Frank Goodman, BR. 9-4060.

Tuesday.....OPENING: "THE PERFECT MARRIAGE" BARRYMORE THEATRE, 243 WEST 47TH ST.
 Oct. 24 Starring Miriam Hopkins and Victor Jory in Samson Raphaelson's new play.
 8:40 P.M. Costumes for Miss Hopkins, Valentina; others, Lange. Publicity: Carl Bernstein, CI. 6-0427.

Wednesday...PREMIERE: "ABROAD WITH 2 YANKS" (Movie) GLOBE THEATRE, 1555 BROADWAY
 Oct. 25 A United Artist picture starring William Bendix, John Loder, Dennis O'Keefe, and Helen Walker. Depicts the amusing escapades of 2 Yanks in Australia. Costumes, Odette. Publicity: James Dunn, BR. 9-7300.

Wednesday...OPENING: "SNAFU" HUDSON THEATRE, 141 WEST 44TH ST.
 Oct. 25 A new comedy written by Louis Solomon and Harold Buchman and produced by
 8:40 P.M. George Abbott. Members of the cast include Russell Hardie, Billy Redfield, Patricia Kirkland, and Enid Markey. Settings by John Root. Publicity: Phyllis Perlman, CI. 5-5820.

Monday.....OPENING: "INTERNATIONAL BALLET" INTERNATIONAL THEATRE, COLUMBUS CIRCLE AT 59
 Oct. 30 There will be 16 ballets and 16 world premieres by this company of 54 dancers. Orchestra conducted by Alexander Smallens. Tickets from \$1.20-4.20. Subscriptions for series, \$9-\$23.40. Publicity: Jean Dalrymple, MU. 5-3114.

Monday.....GALA OPENING: METROPOLITAN OPERA, METROPOLITAN OPERA HOUSE, B'WAY & 39TH
 Nov. 27